

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () OBAMA FOR AMERICA
 Product OBAMA SKED C
 Estimate# 1781
 Buyer Maura Gilroy
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1781
 Flight Dates 09/18/2012 - 10/01/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|--------|-----------|-------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 1 | TU-F,M | 7A-9A | TODAY SHOW | :30 | \$850.00 | 09/18-10/01 | 4 | 2 | 8 | \$6,800.00 | |
| | 2 | TU-F,M | 9A-10A | TODAY SHOW II | :30 | \$150.00 | 09/18-09/24 | 5 | 1 | 5 | \$1,750.00 | |
| | 3 | TU-F,M | 10A-11A | TODAY SHOW III | :30 | \$325.00 | 09/18-10/01 | 5 | 2 | 10 | \$3,250.00 | |
| | 4 | TU-F,M | 11A-12P | RACHEL RAY | :30 | \$325.00 | 09/18-09/24 | 2 | 1 | 2 | \$1,625.00 | |
| | | | | | | | 09/25-10/01 | 3 | 1 | 3 | | |
| | 5 | TU-F,M | 12P-1230P | NEWS 3 AT NOON | :30 | \$425.00 | 09/18-10/01 | 5 | 2 | 10 | \$4,250.00 | |
| | 6 | TU-F,M | 1P-2P | DAYS OF OUR LIVES | :30 | \$425.00 | 09/18-10/01 | 5 | 2 | 10 | \$4,250.00 | |
| | 7 | TU-F,M | 2P-3P | THE DOCTORS | :30 | \$325.00 | 09/18-09/24 | 2 | 1 | 2 | \$1,625.00 | |
| | | | | | | | 09/25-10/01 | 3 | 1 | 3 | | |
| | 8 | TU-F,M | 3P-4P | DR. PHIL | :30 | \$450.00 | 09/18-10/01 | 5 | 2 | 10 | \$4,500.00 | |
| | 9 | TU | 10P-11P | PARENTHOOD | :30 | \$3,200.00 | 09/18-09/18 | 1 | 1 | 1 | \$3,200.00 | |
| | 10 | TU-F | 3A-10A | TODAY SHOW II | :30 | \$350.00 | 09/25-09/28 | 4 | 1 | 4 | \$1,400.00 | |
| | 11 | M | 9A-10A | TODAY SHOW II | :30 | \$425.00 | 10/01-10/01 | 1 | 1 | 1 | \$425.00 | |

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Report Totals: 69 / \$33,075.00

---SALES MONTHLY TOTALS---

Sep 12: 61 / \$23,525.00 Oct 12: 8 / \$3,550.00
 Sales Totals: 69 / \$33,075.00
 Station Totals: 69 / \$33,075.00
 Lines not sent/rcld/rcrm: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$137,813 | CATV | 0% | KBUR | 0% | KTNB | 0% | KLAS | 30% | KSNV | 24% |
| | | KTNV | 25% | KTUD | 1% | KVCW | 2% | KVMY | 3% | KVVU | 15% |
| | | XXXX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos 2A35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8-12

---CREDIT RISK---

CASH IN ADVANCE